



US006010159A

United States Patent [19]

Warther

[11] **Patent Number:** 6,010,159[45] **Date of Patent:** Jan. 4, 2000[54] **INTEGRAL PRINTED SELF-MAILER SHEET PRODUCTS**

89/07052 8/1989 WIPO.

[75] **Inventor:** Richard O. Warther, Malvern, Pa.[73] **Assignee:** Vanguard Identification Systems, Inc.,
Exton, Pa.[21] **Appl. No.:** 09/067,090[22] **Filed:** Apr. 27, 1998**Related U.S. Application Data**[63] Continuation-in-part of application No. 08/724,077, Sep. 30,
1996, Pat. No. 5,743,567.[51] **Int. Cl.⁷** B42D 15/00[52] **U.S. Cl.** 283/61; 283/62; 283/116;
462/64[58] **Field of Search** 283/56, 51, 61,
283/62, 116, 904; 462/64, 65[56] **References Cited****U.S. PATENT DOCUMENTS**

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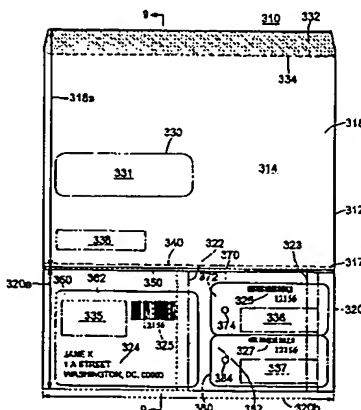
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H. Bailey and B. Wray, "Photographic Bar Code Labels", *Identification Journal*, Jan./Feb. 1988, pp. 16-19.**Primary Examiner**—Willmon Fridie, Jr.**Attorney, Agent, or Firm**—Akin, Gump, Strauss, Hauer & Feld, L.L.P.[57] **ABSTRACT**

An integral printed self-mailer sheet product has a generally planar core formed by first and second core strips of different materials permanently joined together side-by-side by a cover strip. A plurality of variable data fields are printed on the core including at least the name and address of an individual person in a character format and a unique numeric code assigned to the individual person in a machine readable format. Scoring extends through the sheet product in the second core strip to define at least one and typically plural printed element(s) removable from a remainder of the sheet product, each including at least one of the printed variable data fields. The first core strip has a width in a direction perpendicular to the joint greater than and preferably at least twice the width of the second core strip in the same direction so as to completely wrap around the second core strip. The unique name and address may be printed on the first core strip and exposed on the outside of the completed mailer or printed on the second core strip and exposed through a window scored through the first core strip. If printed on the second core strip, the name and address may be included as part of a removable printed element scored in the second core strip. At least one and usually two transparent cover strips are bonded to the second core strip overlapping the outer sides of the scored, removable printed elements.

7 Claims, 7 Drawing Sheets

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